

IN THE ABSTRACT

The Abstract as amended below with a replacement Abstract shows added text with underlining and deleted text with ~~strikethrough~~.

Please **REPLACE** the Abstract as marked below to show changes. The replacement Abstract is submitted on a separate sheet (37 CFR 1.72).

ABSTRACT OF THE DISCLOSURE

A digital contents advertisement display method and system using auction ~~includes:~~ has a contents outline disclosing part ~~for disclosing an outline of contents~~ to be distributed through a digital medium to ~~an indefinite number of audiences~~ including sponsors. ~~;~~ an ~~An~~ advertisement tenant bidding part ~~for allowing~~ allows a sponsor to bid for an advertisement tenant contained in the disclosed contents; and a sponsor determining part ~~for knocking down~~ determines a winner sponsor for the advertisement tenant ~~to a sponsor that has bid~~ according to a highest price bid by a sponsor. ~~A;~~ a contents creating part ~~for correcting~~ completes the advertisement tenant contained in the contents ~~in accordance with requests from~~ according to the winner sponsor; ~~and completing to complete~~ the contents; ~~and a.~~ A contents distributing part ~~for distributing~~ can distribute the completed contents, ~~wherein the contents have a function~~ as an advertising medium.